

## Friends of SDPB Board Report

October 11, 2017

Submitted by Ryan Howlett

It has been a phenomenally busy end to summer and start to fall.

The West River staff are fully moved into the Black Hills Bureau and there have been a wide variety of events that have already happened in the space, from premiere screenings to discussions and musical performances. The reviews of the space have been overwhelmingly positive and it finally feels like SDPB has a home in the Black Hills market. Yes, there are some kinks to be worked out, it is a noisy space, the ying and yang of who handles what responsibilities for events isn't yet clear, and the space isn't very private for working when there is an event going on. We at Friends are very much looking forward to you seeing the space later this month.

SDPB and the PBS network continue to be overwhelmed with the response to the Vietnam war documentary. There were three sponsors locally for the show, and the SDPB marketing team hosted a wide variety of premiere screenings across the state.

The Underwriting team hosted a series of screenings around "Points of Pride: South Dakota's Quilting Heritage". In my five plus years at SDPB this is the locally produced documentary that has generated the most pre-buzz. The UW team had sponsors for the event series and were able to offer a membership package of the full documentary on DVD, a SDPB quilt pattern and the book that served as the source material for the documentary. The response was overwhelmingly positive from the attendees and we look forward to rolling that documentary out onto the television screens in November.

The planning for the Sioux Falls Studio campaign has begun. We have secured 4,500 square feet of space on the first floor of the Phillips Avenue Loft building at the corner of 4<sup>th</sup> Street and Phillips Avenue in "uptown" Sioux Falls. The plan is very similar to the BHB project, but with the move of "Jazz Nightly" and "In The Moment" to Sioux Falls the project will have a naturally bigger footprint, both physically and programmatically. We are very excited about the opportunities and will have a full report at the board meeting in late October.

Friends is also participating in a direct mail campaign aimed at identifying planned giving prospects. This includes an on-air component and follow up from development staff. The pieces just hit mailboxes this week.

Let's do the numbers!

**Membership Information:** Submitted by Gayle Grothe, Janet Gerjets and Theresa Schake

On September 1, an acquisition mailing of 7,649 pieces went out from DMW. This was a version of the "Invoice" package focusing on Radio. So far we have had 71 responses for \$4,778. That is a 1% response rate with a \$67.30 average gift.

On September 8, we sent 3,024 pieces of an additional gift mailing "You Can Count on Me" package, highlighting Radio. So far we have had 177 responses for \$10,779. That is a 5.9% response rate with a \$60.90 average gift.

On September 11, we sent out 1,204 pieces of a lapsed mailing highlighting Radio. This was the same "You Can Count on Me" package as the Add gift. So far we have had 12 responses for \$1,280. That is a 1% response rate with a \$106.67 average gift.

Fall Radio Membership Week was September 9 – 15 this year. We have received 47% of the money and 45% of the pledges are fulfilled so far.

**MEMBERSHIP STATISTICS THROUGH**  
**\*\*\*SEPTEMBER 30\*\*\***

**FY '18**

**A. Membership Gains (new members)**

(1) On Air	
(2) Direct Mail	
(3) Over Transom	
(4) Total Gains	390

**B. Expired Members (out of the Renewal Cycle that have renewed)**

(1) On Air	
(2) Lapsed Letters	
(3) Lapsed Telemarketing	
(4) Over Transom	
(5) Renewal Telemarketing	
(6) Renewal Letters	
(7) Lapsed Renewal Letters	
(8) Total Recovered	279

**C. Membership Renewals (in Renewal Cycle)**

(1) On Air	
(2) Renewal Letters	
(3) Renewal Telemarketing	
(4) Over Transom	
(5) Sustainer Renewals	
(6) Added Gift Campaigns	
(7) Total Renewals	1,313

**D. Membership Status**

	<b>End of FY '17</b>	<b>End of Month</b>	<b>End of Month</b>
(1) Television	7,352	7,233	7,301
(2) Radio	1,595	1,536	1,592
(3) Joint	<u>1,997</u>	<u>1,968</u>	<u>1,956</u>
<b>(4) TOTAL</b>	10,944	10,737	10,849

	<b>End of FY '17</b>	<b>Beginning of Month</b>	<b>End of Month</b>
Total Expired Members	35,661	36,013	36,091
Total Pending	62	97	124
Total Cancelled	3,542	3,538	3,526
Total Prospects	12,869	12,879	12,896
Total Complimentary	494	490	490
Total Suspended	22,909	22,907	22,920



## Underwriting Information: Submitted by Liz Larkin and Michele Slott

### UNDERWRITING SALES

FOR FISCAL YEAR 2018

August 31, 2017 \*\*\*NOTE THRU AUGUST ONLY\*\*\*

#### SUMMARY:

TOTALS DO  
NOT

INCLUDE  
TRADES

Sales August 2017:	EAST (LL)	WEST (MS)	TOTALS:	
Television	\$17,517.00	\$6,000.00	\$23,517.00	
Sports	\$114,000.00	\$41,500.00	\$155,500.00	\$179,017.00
Radio	\$14,163.00	\$5,950.00	\$20,113.00	
Website/Magazine/Other		\$325.00	\$325.00	
<b>TOTAL</b>	<b>\$145,680.00</b>	<b>\$53,775.00</b>	<b>\$199,455.00</b>	

Sales August 2016:	EAST	WEST	TOTALS:
Television	\$14,500.00	\$1,001.00	\$15,501.00
Sports	\$85,500.00	\$30,000.00	\$115,500.00
Radio	\$19,600.00	\$0.00	\$19,600.00
Website/Magazine/Other	\$0.00	\$0.00	\$0.00
<b>TOTAL</b>	<b>\$119,600.00</b>	<b>\$31,001.00</b>	<b>\$150,601.00</b>

FY'18 CUMULATIVE:	EAST (LL)	WEST (MS)	TOTALS:	
Television	\$34,340.00	\$8,500.00	\$42,840.00	
Sports	\$178,700.00	\$59,180.00	\$237,880.00	\$280,720.00
Radio	\$25,028.00	\$12,170.00	\$37,198.00	
Website/Magazine/Other	\$9,250.00	\$10,645.00	\$19,895.00	
<b>TOTAL</b>	<b>\$247,318.00</b>	<b>\$90,495.00</b>	<b>\$337,813.00</b>	

FY'17 CUMULATIVE:	EAST	WEST	TOTALS:
Television	\$17,326.00	\$2,501.00	\$19,827.00
Sports	\$196,200.00	\$42,500.00	\$238,700.00
Radio	\$22,092.00	\$4,764.00	\$26,856.00
Website/Magazine/Other	\$0.00	\$6,600.00	\$6,600.00
<b>TOTAL</b>	<b>\$235,618.00</b>	<b>\$56,365.00</b>	<b>\$291,983.00</b>

Increase/(Decrease) \$\$\$	\$11,700.00	\$34,130.00	\$45,830.00
Increase/(Decrease) %	4.97%	60.55%	15.70%

**August 2017 - PROTRACK SALES REPORT**

	<b>Contracts</b>	<b>Amount</b>
NEW	6	\$10,895.00
RENEW	10	\$62,995.00
INC	1	\$1,125.00
NTR	0	\$0.00
TRADE	2	\$3,160.00
<b>TOTAL</b>	<b>18</b>	<b>\$78,175.00</b>

**August 2016 - PROTRACK SALES REPORT**

	<b>Contracts</b>	<b>Amount</b>
NEW	3	\$16,820.00
RENEW	11	\$83,905.00
INC	0	\$0.00
NTR	0	\$0.00
TRADE	1	\$3,960.00
<b>TOTAL</b>	<b>15</b>	<b>\$104,685.00</b>

**August 2017 Sales – NETA Report**

The roughly \$49,000 “increase” in August 2017 over August 2016 is attributable to SDHSAA contract timing. If you look in the “Sports” row, you can see there is a shift of a similar amount there. All of last year’s sports sponsors renewed, but the timing of those contracts entering the system through NETA was different this year. By October, it should be all settled out. There is no real increase in revenue through sports, though.

As in July, there are a number of new sponsors that came on for the SDPB-produced quilt documentary. The last of those contracts are recognized in the numbers above and a true increase in sales for what is showing here for TV, although since it is production-related as opposed to actual underwriting revenue with TV spots, it may get recategorized to “website/magazine/other” for the EOY numbers. (see next line)

As FY2017 came to a close and preliminary year-end reports came through, it became apparent that NETA and team underwriting were having some holes in communication when it comes to classifying revenue by category (TV vs Sports vs Other), tracking both actual UW client and Agency representing them, etc. We are working to make sure all data is correct, information reported accurately and better systems developed for moving forward. The numbers shown here as EOY may



change a bit as issues in regard to timing of the reporting of sales get worked out. There were a few contracts that came in toward the end of the FY2017 that are currently reported in FY2018.

### August 2017 Sales – ProTrack Report

The roughly \$26,500 decrease we see in sales from August 2016 to August 2017 is again, a shift in timing of SDHSAA sales. Many of these contracts renewed in July this year. Again, all of the sports revenue is the same this year, only the timing is different. There are opportunities to increase revenue with changes in technology next year. We are looking at developing those opportunities with our network partners in Vermillion.

In other areas for team UW, there was managing of an intern, a move of the offices in Rapid City to the new Black Hills Bureau, further preparations for the September quilt documentary events, further development of an e-newsletter that still has (regrettably) not gone out, planning for the October Sioux Falls media buyers event, further discussion and exploration on both implementation and proof of performance when it comes to recognition of beat sponsors.

### Major Donor Information: Submitted by Peggy Bush and Carol Johnson

\*\*\*Numbers are through September 30, 2017\*\*\*

September FY18 Visionary Society member income total: \$39,910.93

Included are:

70 installment payments: \$8,550.93

3 new/rejoined VS - \$17,450.00

10 renewals - \$6,410.00

7 add gifts - \$7,500.00

### Revenue Comparison FY16 vs FY17

Month	FY17 Total VS Giving	FY18 Total VS Giving	FY17 VS Income Line	FY18 VS Income Line
July	\$ 13,236.68	\$ 30,043.27	\$ 10,840.34	\$ 11,274.27
August	\$ 17,917.15	\$ 24,242.54	\$ 15,352.81	\$ 12,540.93
September	\$ <u>24,674.87</u>	\$ <u>39,910.93</u>	\$ <u>19,862.73</u>	\$ <u>11,785.93</u>
<b>Income Total</b>	<b>\$ 55,828.70</b>	<b>\$ 94,196.74</b>	<b>\$ 46,055.88</b>	<b>\$ 35,601.13</b>

### Visionary Membership Totals–FY18

MM/YY	1 <sup>st</sup> of Month Total	New	Rejoin	Downgrade	Lapsed	Suspended	Deceased	Adjustment	End of Month Total
Jul 2017	235	11	0	-1	-2	-1	0	0	242
Aug 2017	242	4	1	-2	-1	0	0	0	244
Sep 2017	244	1	1	-1	-2				243
<b>FY17</b>	<b>235</b>	<b>16</b>	<b>2</b>	<b>-4</b>	<b>-5</b>	<b>-1</b>	<b>0</b>	<b>0</b>	<b>243</b>

NOTE: SD Community Foundation was counted as a new member on the August report with first payment still pending. Memberships for Julie & Cash Hogen and Dorothy A. Johnson have lapsed and Yvette Geraets has downgraded her annual giving.